

So, to summarize, in this stage what we are after is portraying in an hyperbolic way how our hero is awakened and his awesomeness arisen when under the Delta Shower as well as how it feels to have a shower with the In2uiton head. And this will be done through close ups and macros; including product orientated ones and others more strictly sensorial, but always related to the reaction to water.

Let's call it *“Apple Freedom's in Visual Language meets the Luxurious Sensorial of water and close ups linked to Delta”*.

The right combination of these elements will be a key thing to be done in the editorial stage where we'll get the perfect equilibrium between the sensorial, the Delta product shots, the greatly framed and ever moving shots that bring the high voltage that makes it all spectacular with life and “awakeness”.

In any case, Act 2 ends up when our hero hits the climax of his experience: as this is a metaphor, everything coincides. Let's picture the guy, all his body gets this kind of energy hit which is like a massive body yawn that starts when we hear the words **AWAKEN YOUR AWESOME...** and goes up as he "pans" himself with the shower head going up and up and the music hits as well its peak while we listen the rest of the VO: **...WITH THE ENVIGORATING TWO-AT-ONCE COVERAGE OF THE DELTA INITIATION.**

*We could cut in between the movement with close ups as it happens (of course will this shoot in a way where there's options to try out in the edit room).